Is your idea worth $35,000?
Enter the 2011 Business Plan Competition today! Executive Summary due December 1. Visit the 2011 Business Plan Competition Web Site to enter.

Read about the 2010 winners: Entrepreneurial students with viable start-up ideas win 2010 Rutgers Business Plan Competition

Read about the 2008 & 2009 winners: Rutgers Business Plan Competition Winners: Where are they now?

Professor Robinson featured in USA Today
Randal Pinkett and business scholar Jeffrey Robinson’s new book, Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness was featured in USA Today.

MBA blog launched to share the real Rutgers MBA experience
MBA students in the Rutgers Association of Marketing & Strategy (RAMS) have created a new blog called “Through the Park,” featuring posts from both full and part time MBA students here at Rutgers Business School.

Follow RBS: Facebook Twitter

RBS Quick Links
Highlights
Newsletters
Faculty blogs
Follow RBS on Twitter
Research centers
Publicize your event
Submit news item
Rutgers Today: University News

News
More news at business.rutgers.edu/news

Part-Time MBA program still accepting applications!

New alumni group strengthens Rutgers presence in financial industry

Faculty Insight: How Harvard resembles old Hollywood

Faculty Insight: Highly skilled manpower key to keeping New Jersey pharma industry growing

Faculty Insight: Global "Chop Shops": slice, dice and outsource

Rutgers EMBA grad wins CFO of the year

Cravings opens in style on Halsey Street, with help from Rutgers and the Profeta Foundation

Rutgers Business School Publicly Launches Largest Fundraising Campaign in School History

Highlights of Recent Media Coverage
More coverage at business.rutgers.edu/coverage10

Demonstrate excellence to change the game at work
USA Today - November 15, 2010

Rutgers EMBA grad wins CFO of the year

When Frank Gatti arrived at ETS in late 1997 as chief financial officer, he quickly determined the company wasn't in great shape financially. “It was clear there were at least 1,000 things that needed to be fixed,” Gatti said – including borrowing from the bank just to meet payroll. "That's always a bad sign."

In just a few short years, though, Gatti – who graduated from the Rutgers Business School's Executive MBA program in 1984 – said he “implemented and integrated a comprehensive financial management system that improved the quality and timeliness of business decisions.” The end result: ETS righted itself. Read More...

News
More news at business.rutgers.edu/news

Part-Time MBA program still accepting applications!

New alumni group strengthens Rutgers presence in financial industry

Faculty Insight: How Harvard resembles old Hollywood

Faculty Insight: Highly skilled manpower key to keeping New Jersey pharma industry growing

Faculty Insight: Global "Chop Shops": slice, dice and outsource

Rutgers EMBA grad wins CFO of the year

Cravings opens in style on Halsey Street, with help from Rutgers and the Profeta Foundation

Rutgers Business School Publicly Launches Largest Fundraising Campaign in School History

Highlights of Recent Media Coverage
More coverage at business.rutgers.edu/coverage10

Demonstrate excellence to change the game at work
USA Today - November 15, 2010
RBS Communications and Marketing contact info

**Top news stories:**

1. Wall Street Journal Ranks Rutgers Business School Undergraduate Business Program #3
2. The Wall Street Journal ranks Rutgers Executive MBA in top 25
3. Rutgers research center helps launch Cravings, a high-end caterer with restaurant and gourmet takeout
4. MBA dream completed after eight years, two daughters, and a husband found at Rutgers
5. MBA program to accept GRE or GMAT scores

Randal Pinkett and business scholar Jeffrey Robinson say it's time to redefine the game. The game is "any activity undertaken to pursue personal and professional pathways to success involving rivalry, strategy, or struggle" that are governed by a collection of spoken and, more often, unspoken rules. They redefine the game with great care in their new book Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness.

**Veterans Finding New Levels of Support on Campus**

Rutgers News Archive (New Brunswick, NJ) - November 10, 2010
Joe Nyzio, a retired U.S. Army sergeant who suffered serious wounds in combat in Iraq and works for the State's Veterans Benefits Bureau, was on campus in Newark from 10 a.m. to noon and at New Brunswick from 1 p.m. to 3 p.m. on Wednesdays. He'll be available in Camden as needed, and on any Rutgers campus by appointment. Student veterans at Rutgers-Camden are also served by a VSO based.

**Career center offers help for students and alumni**

The Observer (Newark, NJ) - November 9, 2010
The Career Development Center, which can be used by students and alumni of the Newark College of Arts and Sciences, the University College, the School of Criminal Justice, the School of Public Administration and the Rutgers-Newark Graduate School, provides career counseling, on-line vocational testing, resume critiques, interview skills appointments, and workshops. In addition, the center provides mock interview appointments, internships and career search strategies, a mini library of career resources, as well as career fairs and recruiting programs.

**Entrepreneurs swap ideas, experiences**

Daily Targum (New Brunswick, NJ) - November 9, 2010
The University and the New Jersey business community came together Monday at Rutgers Entrepreneurship Day to exchange and promote new ideas and technologies. The event, held at the Rutgers Student Center on the College Avenue campus, focused on introducing developing companies and entrepreneurs to investors and creating interest for their products and ideas.

**Social Media Marketing Course in Rutgers Mini MBA Program Provides Students with New Career Skills and Apple iPads**

College Pro (Piscataway, NJ) - November 9, 2010
The Rutgers Mini MBA Program is offering an accelerated Social Media Marketing Course from December 6 through 10, 2010, on the Piscataway campus. This Social Media Certificate Program has been approved by the New Jersey Department of Labor for workforce training grants. Funding may be available for those receiving unemployment benefits. All of the students enrolling in the Social Media Marketing Course will receive Apple iPads, which will be an integral part of the 10-session Rutgers Mini MBA Program which provides new career skills in a field that is defined by social media technology and change.

Rutgers Mini MBA Program Offers Accelerated Social Media Marketing Course

SearchEngineWatch.com - November 8, 2010
The Rutgers Mini MBA Program is offering an accelerated Social Media Marketing Course from December 6 through 10, 2010, on the Piscataway campus. The Rutgers Mini-MBA program is designed for executives or professionals working in marketing, advertising, branding, communications, or sales as well as individuals seeking to use social media to further their careers. Participants receive a certificate at the completion of the course and those passing an optional exam earn three credits toward a full-time MBA degree.

**Social Media Marketing Course in Rutgers Mini MBA Program Provides Students with New Career Skills and Apple iPads**

Morning Star (New Brunswick, NJ) - November 8, 2010
The Rutgers Mini MBA Program is offering an accelerated Social Media Marketing Course from December 6 through 10, 2010, on the Piscataway campus. This Social Media Certificate Program has been approved by the New Jersey Department of Labor for workforce training grants. Funding may be available for those receiving unemployment benefits.
Derby Days raises highest funding in nation
Daily Targum (New Brunswick, NJ) - November 7, 2010
Rutgers University's Sigma Chi fraternity chapter raised $95,000 for the Children's Miracle Network last week, holding several events on the College Avenue campus for the 22nd annual Derby Days. Along with the help of seven sororities, Sigma Chi broke the record for the most money raised by a greek organization in the country during the week, said Alcibades Torres, director of Recruitment for Sigma Chi. About seven members from the Sigma Chi fraternity were drafted earlier this semester to team up with each sorority, with some acting as Derby Days captains, said Daniele, a Rutgers Business School junior.

Protecting Main Street: Measuring the Customer Experience in Financial Services for Business and Public Policy
Debt Loan (Newark, NJ) - November 6, 2010
Professor Jerome D. Williams of Rutgers Business School said, "In these turbulent and complex financial times, this much-needed exposition on the role and responsibility of providers of financial services in ensuring positive customer experiences is outstanding. I like that Lubin deals with sound business practices for lenders while simultaneously emphasizing fair and equitable treatment of customers."

Republicans score local victory
Centraljersey.com (Montgomery, NJ) Friday, November 5, 2010
A Republican-dominated Township Committee will govern in 2011, after Republicans Alumnus Ed Trzaska and Patricia Graham took both seats from Neena Singh and Democratic incumbent Louise Wilson on Tuesday night. Mr. Trzaska, 35, has been an advisor to the township’s Planning Board and vice president of the Pike Run Homeowners Association. After earning a bachelor’s degree in chemical engineering and an MBA from Rutgers University, he began a career in pharmaceuticals as a researcher and corporate manager.

Cravings: South Orange Catering Becomes Newark Restaurant
Barisanet (Newark, NJ) - November 5, 2010
Newark’s Halsey Street was hopping last Friday night, as Mayor Cory Booker, Rutgers University Chancellor Steven J. Diner and a host of other luminaries gathered to celebrate the grand opening of Cravings, a gourmet eatery and caterer that aims to transform the city’s downtown. “We have over 30,000 students in the area,” said Dr. dt ogilvie, CUEED’s Founding Director. “Having a revitalized Halsey Street would make a difference to them, the community and the City of Newark.”

N.J. business leaders learn management skills from N.J. Symphony Orchestra conductor
NJ.com (Newark, NJ) - November 5, 2010
Without touching an instrument or playing a note, conductor Jacques Lacombe can achieve the musical sound he wants from the 60 people who are actually doing the work of making music. During an innovative program at the New Jersey Performing Arts Center, the students in the Rutgers Business School’s Nonprofit Leadership Certificate Program observed Lacombe rehearse Brahms Piano Concerto No. 1 with guest soloist, Yuja Wang, and his ensemble of musicians.

Rutgers Business School students learn from NJSO conductor
NJ.com (Newark, NJ) - November 4, 2010
Students in the Nonprofit Certificate program at Rutgers Business School listened to and asked questions of NJSO Music Director Jacques Lacombe, right. The orchestra is a perfect example of collaboration between management and employees and how he motivates and collaborates with them.

Lou Cooperhouse Joins F&S Produce As Chief Operating Officer
Perishable News (Rosenhayn, NJ) - November 4, 2010
F&S Produce Inc., a leading manufacturer, marketer and distributor of
prepared fresh-cut produce and other refrigerated value-added products, is pleased to announce that Lou Cooperhouse has joined its leadership team as president and chief operating officer. He has served as an adjunct professor at the Rutgers Business School and received an MS in Food Science and BS in Microbiology, both from Rutgers University.

Stimulus benefits upstart businesses along Newark's Halsey Street

NJ.com (Newark, NJ) - October 31, 2010
The determined proprietor of "Cravings" is Marisa Blackwell, backed up by a give-back-to-the-community-minded Paul Profeta. He's the guy who has poured $1 million of his own money into a Halsey Street stimulus package. Marissa Blackwell, a Chicago native — she now lives in South Orange — once managed Windows on the Hudson, a restaurant in Dobbs Ferry, N.Y., and later took a job with a food-service company working with Rutgers Business School. In short order, she launched her own catering operation — with an assist from the kitchens of her friends — and landed the business of Rutgers Executive MBA program.

Partnership helps open restaurant and catering business in Brick City

NJBIZ.com (Newark, NJ) - October 29, 2010
Cravings A Caterer, a new restaurant and catering service, opened it’s door this past Friday at 87A Halsey St., in Newark, as the fourth business to receive assistance from a partnership between The Center for Urban Entrepreneurship & Economic Development, at Rutgers Business School, and The Profeta Urban Investment Foundation, which provides capital to the city’s minority- and small-business owners through the CUEED project. Because of the partnership’s efforts, “we move ever closer to our goal of a 24/7 Rutgers - Newark campus and the transformation of Halsey Street and the area around the Rutgers - Newark campus,” said Steven J. Diner, chancellor of Rutgers - Newark.

Mini-Education, Halloween and Other Musings

NJ.com - October 27, 2010
Rutgers Business School Alumni: Brian Campbell comments that Chinese and Indian youth complete their engineering, medical and accounting degrees, we are being educated at respectable universities in the fine art of facebooking, twittering and you-tubing. Look out world, here comes America with its soldiers of social media experts. And what exactly is a mini-MBA? Are we looking at a future of mini-medical degrees? Skip the age-old process – become a cardiologist in just one year. It will soon be a government job anyway, so there may be a lot of demand for the profession if we can dumb it down and shorten the learning curve.

Next Generation Excel: Modeling in Excel for Analysts and MBAs (Wiley Finance) Overview

Finance Textbooks Review - October 26, 2010
Director and Professor and Prof. Farrokh Langdana, Ph.D. commented on Next Generation Excel: Modeling in Excel for Analysts and MBAs (Wiley Finance),"If I should thank Microsoft for inventing Excel, then I would like to thank Dr. Isaac Gottlieb more for teaching me how to use it to solve the real problems in my real work."

Helping charities continue fight as downturn draws on

NJ Biz (Newark, NJ) - October 22, 2010
A conference devoted to elevating the operational capacity of nonprofits, with a special focus on building stronger boards, drew about 100 nonprofit executives to Rutgers University Business School, in Newark, on Thursday, for a day of seminars hosted by the Victoria Foundation and the Prudential Foundation. At the event, $25,000 grants were awarded to three nonprofits that have taken steps to build capacity.

N.J. college students picking entrepreneurship over poor job market

New Jersey News Room - October 20, 2010
Marketing takes a decidedly "Net Generation" approach for the young entrepreneurs. Cheek uses Facebook to advertise his goods and hire "official
365 campus reps." May Chiu, a third-year Rutgers Business School student, has 2,500 followers on Twitter. They have instant access to her latest jewelry, clothing, and accessories, which she designs, makes, and markets on her website as the Mayflower Fashions.

**Student businesses go head-to-head in contest**

**RU Daily Targum** (New Brunswick, NJ) - October 19, 2010
Details for this year’s Rutgers Business School 2011 Business Plan Competition were released earlier this month, giving entrepreneurs the opportunity to expand their business. The competition, sponsored by the Sales Executives Club of Northern New Jersey Foundation, will be held from Dec. 1 to March 4 at the Rutgers Business School and will allow business owners to present their plans to a panel of experts. Judges look for a plan with long-term viability, said William McIlroy, the director of Corporate Outreach at the business school.

**Building a Diverse Workforce**

**NJ Biz** (Newark, NJ) - October 2010
Featuring the Rutgers Scholars Training and Enrichment Program (STEP), directed by professors dt. ogilvie and Leon Fraser. "Rutgers Program helps students STEP into business school."

---

**Upcoming RBS Events**

More events at business.rutgers.edu/events

- Undergraduate Newark New Transfer Student Information Session
  November 19, 2010

- Rutgers - CUEED Reentry Roundtable
  November 19, 2010

- MBA Admissions Open House
  November 20, 2010

- Study Trip to Chile: Doing Business in Chile
  November 24, 2010

- Exclusive Mock Fairs - Career Fair Prep
  December 1, 2010

- Bribery & Corruption in the Global Economy
  December 2, 2010

- Mini-MBA: Social Media Executive Education Certificate
  December 6, 2010 to December 10, 2010

- Graduate Admissions Information Session
  December 6, 2010

- Business Headshot Event
  December 8, 2010

- Graduate Admissions Information Session
  December 14, 2010

---

Contact the Rutgers Business School Communications Office for media contacts and to submit news and events.